

PRESS RELEASE

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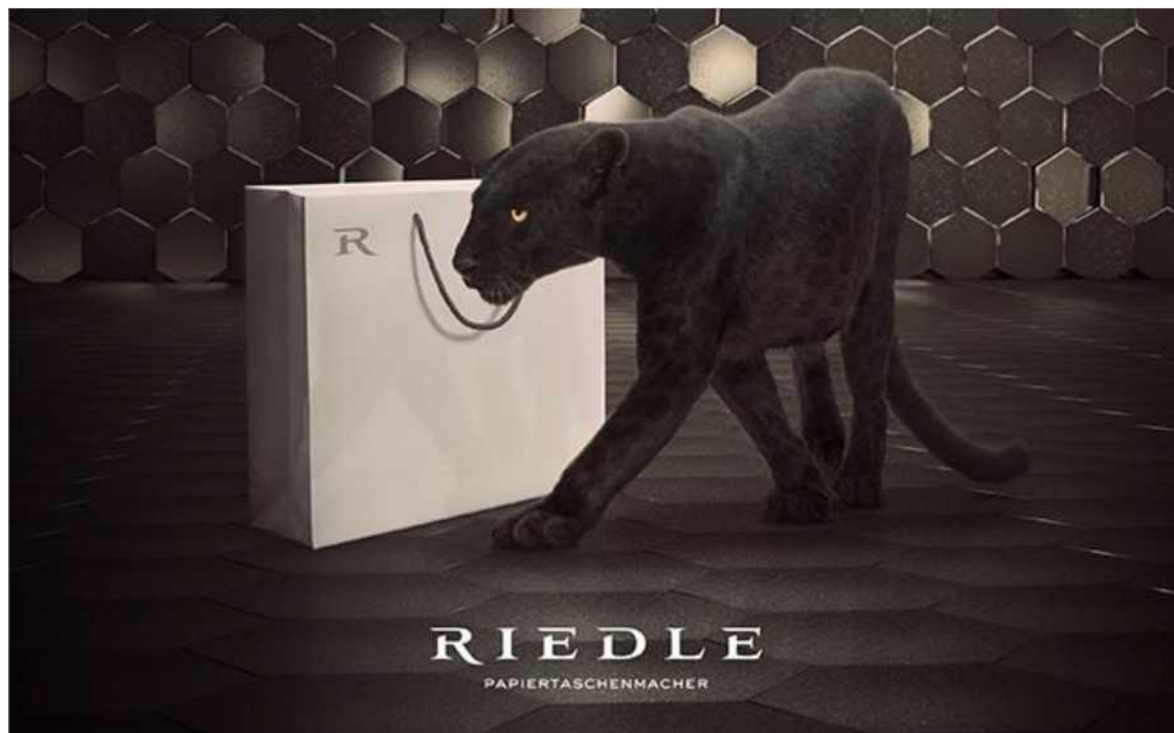


Image caption: The RIEDLE® Transformation - BAGS BY RIEDLE® becomes the paper bag maker brand

Photo: ©BAGS BY RIEDLE

The journey to the brand.

THE RIEDLE® TRANSFORMATION

Digitisation, Smart Factory or Industry 4.0? The whole world seems to be in a state of upheaval, everyone is talking about transformation – it feels almost like a revolution. The owner-managed company BAGS BY RIEDLE is a specialist in paper bags and, with almost 25 years in the business, an "old hand" in the paper bag industry. Despite or precisely because of his traditional values, the innovative managing director Volker Riedle has now completed his very own transformation. Following the motto "Everything stays even better", he created the new RIEDLE® brand world and took an unprecedentedly bold step into the future.

"How do you improve a simple product like a sewing needle?" is the question Riedle likes to ask himself and others. He always comes to the same conclusion: perfecting simple things is much more challenging than refining complex things. The company's

multiple international awards, for new innovative paper bags or creative features for a special purpose, prove that he has been successful in doing just that again and again for years.

Due to the digitalisation and internationalisation of the markets, the number of suppliers in the paper bag industry has also increased exorbitantly and rapidly. As a result, the procurement market for printed paper advertising bags and trade fair bags has become increasingly obscure. It was time for Riedle to focus the corporate strategy even more strongly than before on the very thing the company was founded on: specialising in paper as a recyclable material. The analysis of the individual value profile and the clear development of the expertise for which Bags by Riedle has been known for many years resulted in a focused profile which the leading paper bag company could aim for in the future.

What followed led Riedle into a real identity crisis. "At first I couldn't really believe that we, a family business in a small tranquil town in southern Germany, could develop into a brand" says Riedle, describing the beginning of the exciting journey to today. But his progressiveness won the day here as well, and so the new brand world of "RIEDLE® Papiertaschenmacher", the new brand name under which the company is currently completing its transformation, emerged over the past four years. "Throwing out a logo which you designed yourself and used for more than 20 years was a real challenge for me," admits the innovator, who otherwise positively embraces change.

Riedle is convinced that the journey was worth it, for current and future customers, as he presents the sustainable company with a whole range of extraordinary new products on the custom-built website. Exceptional papers, elaborate finishing techniques being applied to paper bags for the first time, and features with plenty of added value. The BagsWiki with information about advertising bags offers real infotainment. There are the 10 commandments for good paper bags, written in a new relaxed style, interesting facts about the different materials used for advertising bags, and frequently asked questions about the production of individually printed paper bags with high-quality finishes. In the final part of the BagsWiki, the "No. 1 Advertising Media" section explains the often underestimated advertising impact of paper bags in an amusing and offbeat style with plenty of wordplay.



Image caption: RIEDLE LongLife® does exactly what the name promises.
Photo: ©BAGS BY RIEDLE



Image caption: RIEDLE RoundEdge, the well-rounded bag.
Photo: ©BAGS BY RIEDLE

Info: BAGS BY RIEDLE®

As a partner of the brand and advertising industry, the RIEDLE company from Langenbrettach has been providing expertise and complete service in the production of paper bags for over two decades. For Managing Director Volker Riedle, high-quality paper bags have two functions: they are of course a practical means of transport, but their enormous multi-*visible* appeal makes them a highly efficient image-promoting advertising medium. RIEDLE® attaches as much importance in production to the careful selection of materials and perfect workmanship as to the speed with which enquiries and orders are processed. RIEDLE® delivers a sample of the desired advertising bag to the customer within 24 to a maximum of 36 hours. Clients include brands and companies such as Bentley, Bosch, Mercedes, Sony, Lagerfeld and Hilfiger.

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